

Ways and problems of using the experience of advanced countries in the development of electronic commerce

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Abstract. Due to the unprecedented opportunities of digital technologies, most organizations and enterprises are conducting their business electronically by connecting to the digital environment and communicating with customers online. The integration of activities at different levels creates new opportunities and increases the profitability of specific business models. For the same reason, digitization of socio-economic activities is becoming more relevant than before. Because this action will change several aspects of the global economy, from consumer preferences to new business models. This, in turn, led to a radical change in economic relations and the emergence of the concept of digital economy.

Keywords. B2B/I2B, Organization for Economic Cooperation and Development, technology, equipment and service cost, ICT infrastructure.

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Various studies have been conducted globally to better understand the barriers and drivers of e-commerce adoption and growth. E-commerce adoption was studied in B2B/I2B from the perspective of information systems and consumer behavior in developed and developing countries.

The Organization for Economic Co-operation and Development (OECD, 2019)¹ has conducted research on barriers to e-commerce adoption in developing countries, and some barriers vary widely between countries. However, most of the related barriers are related to ICT infrastructure, such as:

- * technology,
- * cost of equipment and service,
- * after-sales services,
- * payment systems,
- * security and privacy issues,
- * very low distribution logistics
- * feeling factors.

The study found that consumers in developed European countries often face various cross-border barriers when shopping online. Such payment methods, delivery and after-sales support, cultural and language issues are the main deterrents for consumers across the EU (Almoussa, 2013).²

¹ Tigre, P. B., & O'Connor, D. (2002). Policies and institutions for e-commerce readiness: What can developing countries learn from OECD experience?.

² Cockfield, A. J. (2005). The rise of the OECD as informal world tax organization through national responses to E-commerce tax challenges. Yale JL & Tech., 8, 136.

A comparison by Almousa (2013) Gibbs et al., designed to examine the global, environmental and legal aspects that act as qualifiers for e-commerce diffusion in 10 countries including Brazil, China, Denmark, France, Germany, Mexico, Japan, Singapore, Taiwan and the USA refers to the research article. The results of this study showed that while the business-to-business (B2B) model is driven by global (external) forces, the consumer-to-business (I2B) model is driven by local (internal) events. Additionally, Gibbs et al (2003) also found that:

* Barriers in I2B e-commerce are payment methods, language, availability of shopping inventory and product description on site, shopping channel preference, reluctance to shop online, consumer confidence level and socio-economic inequality.

* The drivers of I2B e-commerce are consumer purchasing power, demand for online shopping, business readiness and technology savings, as well as ICT infrastructure and government promotion.

* Barriers to B2B are business culture, challenges in changing business processes, short-term focus, lack of resources and skills in enterprises, national culture, limited scope of e-commerce, local/regional focus, education and the tax system, political problems and instability.

* Drivers for B2B are international competitive pressures due to cost reduction, public procurement, economic opening, market liberalization, government promotion and globalization pressures for investment.

According to the e-commerce literature (Almousa, 2013; OECD, 2013; Al'youbi, 2015)³, there are a common set of barriers to e-commerce adoption between developed and developing countries, as well as common guidelines. has a set. However, some components of these packages may vary from country to country.

Barriers to e-commerce in Kazakhstan

Samadi, Garlegi, and Sirimbetova (2015) and Akhmetova et al. (2020) studied e-commerce implementation processes in Kazakhstan. These authors found that in the early stages of e-commerce Kazakhstan's development, e-commerce infrastructure has not yet been formed. They identified the following issues as key drivers of e-commerce:

* A limited segment of Internet users in the regions of Kazakhstan.

* Road infrastructure and logistics services.

* Confidence/distrust in online shopping.

* Illiteracy of the population in using electronic payments.

* Limited functionality and underdeveloped payment systems.

* Not knowing about the product.

* The desire to touch and feel.

* Absence of legislation regulating electronic business.

Nevertheless, Samadi, Garlegi, and Sirimbetova (2015) found stable Internet penetration countries, low population density and broad base, foreign investors, wide range of products, services and entertainment media in Kazakhstan. can be seen as a force to improve commerce.⁴

Azerbaijan is a developing country that has made significant progress in deploying modern ICT throughout the country and has faced its own challenges in the process of developing a digital economy. (Sagidova, 2015). Ibrahimova, Suleymanov and

³ Tigre, P. B., & O'Connor, D. (2002). Policies and institutions for e-commerce readiness: What can developing countries learn from OECD experience?.

⁴ Kirilenko, A., Kyle, A. S., Samadi, M., & Tuzun, T. (2017). The flash crash: High-frequency trading in an electronic market. *The Journal of Finance*, 72(3), 967-998.

Rahmanov (2019) and Ismailov (2020) highlighted several issues in e-commerce in Azerbaijan, including:

- * Taxation of electronic commerce.
- * Low public confidence in online shopping and service.
- * Lack of payment options.
- * Logistics infrastructures.
- * Wide linear gap between big cities and rural areas.
- * Reliable security system through ICT development.⁵

If we look at the geographical location of the world's leading digitization services companies, most of the digital platforms with the highest capitalization are located in the United States, followed by Asia (especially China), Latin America. By market capitalization, the global share of US companies serving digital platforms has exceeded 70 percent to date. It is worth noting that more than half of the top 100 widely used websites today are owned by the US, and even that most of the most used websites in Western European countries are located in the US. Today, almost all companies leading the Internet platform have chosen the USA as their jurisdiction.

In the 90s of the last century, the development of the US economy was much faster, and this situation caused the rapid introduction of e-commerce and modern digital information technologies into the economy. Scientists have examined this phenomenon and found a strong correlation between the growth of production in the United States and investments in the field of information technology. As the penetration of personal computers into businesses and households around the world continues to increase, US companies are using the Internet for "civilian applications" (public Internet environments where data is transferred and sent to large numbers of people. in order to create) they decided to adapt.

The Internet system, saturated with smartphones, has created new ways of consumption and production. This led to the formation and development of new digital sectors of the economy, creating modern payment and business systems. In the same way, the concepts of e-commerce, internet economy, web economy and digital economy appeared.

Ilmiy adabiyotda elektron tijoratning turli-tuman aniqlanuvlari keltiriladi va ular vaqt o'tishi and changes with the development of technologies. Recently, definitions of e-commerce have begun to include mobile technologies and sensitive technologies, cloud technologies, and big data.

A narrower understanding of e-commerce limits it to digital services, gignomics, and digital data processing. Understanding it in a broad sense connects to all directions listed above. Digitization refers to new intelligent digital networks that will fundamentally change management methods, optimization, resource sharing, and e-commerce processes. Based on the integration of all the above elements, together with digital technologies and digital activities, the digital sector of business models, e-commerce and digital economic space will be created.

A review of the literature on global barriers and drivers of e-commerce adoption by businesses from different perspectives helped identify factors contributing to the growth of e-commerce worldwide. As a next step, it is important to consider the existing issues related to the development of e-commerce in Uzbekistan.

Problems and prospects of electronic commerce in Uzbekistan.

⁵ Barykin, S. Y., Smirnova, E., Sharapaev, P., & Mottaeva, A. (2021). Development of the kazakhstan digital retail chains within the eaeu e-commerce market. *Academy of Strategic Management Journal*, 20, 1-18.

Ilhamova (2019), Mehmonov and Temirkhanovalar (2020) studied the development and current issues of electronic commerce in Uzbekistan using analysis and synthesis methods. The following e-commerce needs in Uzbekistan were identified from their articles:

- * Powerful, reliable and secure servers.
- * Secure electronic transactions.
- * Growth of online culture.
- * Well-organized ICT infrastructure in the regions of the country.
- * Spread of credit cards.
- * Integration with foreign payment systems.
- * Improving the mechanism of cooperation with international financial institutions.
- * Fiscal direction of international trade customs operations.
- * Availability of efficient fast delivery systems.
- * Insurance of electronic commerce subjects.
- * E-commerce licensing and e-commerce certification tools.
- * Human resources in the regions.

The creation of regulatory legal documents in the field of electronic commerce requires close relations between the state, science and business. Closely communicates with state and non-state organizations, private and public sector enterprises, as well as local and international companies (UzCard, Uzonline, Qualys, Google, Amazon, Alibaba, Softline, Samsung, Huawei, etc.) interested in creating e-commerce infrastructure.

The annual conference of IDC (International Data Corporation) also considered issues such as digital transformation in the modern economy, e-commerce, Internet of Things, augmented virtual reality and artificial intelligence, and the development of Uzbekistan in the field of e-commerce and long-term digital platforms. identified several promising directions.

E-commerce is developing on the basis of modern ICT infrastructure, and its main features are competences, innovative innovations and human knowledge. That is why it is important to transform the labor market, increase the level of ICT literacy of the masses, and train skilled ICT personnel. Among the main factors affecting the development of e-commerce in our republic, the following can be included:

- human resources
- investments in telecommunications and digital infrastructures
- creating software products and applications
- active influence of the state on socio-economic processes
- state administration
- private sector.

In order to form and develop e-commerce in the regions of the Republic of Uzbekistan, it is necessary to develop a national digital strategy that relies on human resources, investments in ICT, digital infrastructures, and software production, in which the main players are the state and the private sector.

The share of e-commerce in the world trade system has a tendency to increase sharply in recent years, and it covers more and more countries on a wider scale. In particular, the volume of e-commerce in world trade turnover in 2017 is given in Table 3.1

The total of 10 leading countries (USA, Japan, China, Germany, Korea, UAE, France, Canada, India, Italy) is equal to 29 trillion dollars, which is equal to 36% of the GDP of these countries on average.

3.1-jadval Information about the countries with the highest volume of e-commerce sales in 2021

No	States	Total sales volume of electronic commerce, billion dollars	share of GDP, in %	B2B billion \$	Share of total e-commerce in sales, in %	B2C billion \$	Average annual spending volume for online stores, in dollars
1	USA	10 883	56	8 129	90	753	3 851
2	Japan	4975	71	2 828	95	147	3 248
3	China	2931	26	869	49	1 062	2 574
4	Germany	3503	51	1 414	92	88	1 668
5	Korea	2500	89	1 220	95	69	2 983
6	UAE	1500	49	548	74	206	4 658
7	France	1468	38	642	87	92	2 577
8	Canada	1024	41	452	90	60	3 130
9	India	600	25	369	91	31	1 130
10	Italy	633	27	310	93	23	1 493

It is recognized that this indicator increased by 13% compared to 2019. It is worth noting that the above list of 10 countries in terms of the share of e-commerce in total trade has remained almost unchanged since 2016, these countries are the leaders in terms of the level of development of e-commerce today. remains.

Table 3.1 provides information about the countries with the highest volume of e-commerce sales in 2020, and the total volume of e-commerce in these countries is 19315 billion. is equal to USD, the total volume of online sales made in B2B sales format is 16782 bln. per dollar, and 25,516 billion in the world. per dollar, the share of total e-commerce in trade is 87% on average for these countries, the volume of online trade carried out in the B2C trade format is 2533 bln. if it was 3,851 billion dollars worldwide.

Table 3.2 Information about the countries with the highest volume of B2C trade format in 2020

No	States	B2C sales format billion dol	Share in export volume, in %	Share of B2C sales format in total sales, in %
1	USA	102	6,6	13,5
2	China	79	3,5	7,5
3	UAE	31	7,0	15,0
4	Japan	18	2,6	12,2
5	Germany	15	1,0	17,1
6	France	10	1,8	10,6

7	Canada	8	1,8	12,7
8	Italy	4	0,7	16,2
9	Korea	3	0,5	3,8
10	Netherlands	1	0,2	5,0

Table 3.2 provides information on the results achieved in the USA, China, UAE, Japan, Germany, France, Canada, Italy, Korea and the Netherlands from the countries with the highest volume of B2C trade format in 2020. lib, the US is the leader in this trade format. In 2017, the turnover of online trade in the B2C trade format in these countries was 270 billion. dollar, the share of online trade in the export volume of these countries was equal to 2.3% on average.

It should be noted that over the last ten years, large enterprises have managed to rapidly develop their activities as a result of digitalization and new technological equipment. If we analyze the distribution of the top 20 companies in the world by capitalization by sector, in 2021, companies operating in the oil, gas and mining industry will occupy the top 20 positions in the list. of the total number taken.

Summary. A review of the literature on global barriers and drivers of e-commerce adoption by businesses from different perspectives helped identify factors contributing to the growth of e-commerce worldwide. As a next step, it is important to consider the existing issues related to the development of e-commerce in Uzbekistan.

List of used literature:

1. Tigre, P. B., & O'Connor, D. (2002). Policies and institutions for e-commerce readiness: What can developing countries learn from OECD experience?.
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